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Singapore's hydrogen economy on the move

In July, Singapore moved one step closer to developing a hydrogen-fuelled economy, with the launch of Southeast Asia's first fuel cell car and the opening of the world's first hydrogen pump in a retail gas station.

Vancouver-based **Ballard**, which produced the fuel cell stack powering the Daimler-Chrysler cars, was an active participant in these events.

"Singapore's support of a hydrogen refuelling infrastructure and its test-bedding programs provide great opportunities to further develop and advance environmentally friendly mobility," says John Harris, Ballard's Managing Director for the Asia-Pacific Region.

The fuel cell car, which can run at a top speed of 140 km/h, was handed over to Singapore's National Environment Agency (NEA). In the coming months, six such cars, all using Ballard fuel cell stacks, will be operating in Singapore with support

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Southeast Asia's first fuel cell car, powered by Vancouver-based Ballard Power Systems.

Canadian fashion star makes his mark

The image of Canada's clothing industry received a boost recently when Canadian designer Philippe Dubuc introduced his Spring/Summer collection during Men's Fashion week in Paris.

Dubuc participated alongside Givenchy, Lang, Rykiel, Hermès, Vuitton, Dior, Galliano, Yamamoto and Gaultier. In fact, this was Dubuc's fourth time at this prestigious event—one to which no other Canadian has ever been invited. The world-renowned Dubuc was assisted by the commercial section of the Canadian Embassy in Paris. He has already used the famed Carrousel du Louvre for one of his fashion shows. This year, the show was staged in the gardens of the official residence of the Canadian Ambassador in Paris, a magnificent 18th century mansion that once belonged to the royal family. Some 300 people attended the event, mostly journalists and key buyers, and reviews were positive.

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Trinidad and Tobago, Canada sign ICT MOU

A memorandum of understanding (MOU), signed in August between Canada and Trinidad and Tobago, is expected to create important business opportunities for Canadian firms. Industry Canada signed with Trinidad and Tobago's Ministry of Public Administration and Information in support of that country's national information and communications technology plan.

The plan reflects the Trinidadian government's effort to transform the country into a knowledge-based society by 2008, providing the people of Trinidad and Tobago with a Canadian-style "connectivity roadmap" to connect people, communities, business, government and educational institutions through an integrated technology network.

Opportunities

In July, Trinidad and Tobago initiated the procurement process under international tender for goods and services worth $80 million, with implementation in 2005. Trinidad's ICT plan is backed by funding support from the Inter American Development Bank.

The MOU acknowledges Canada as one of the most connected countries in the world and recognizes its wealth of experience in e-government. **For more information**, contact Michaeline Narcisse, Canadian High Commission in Trinidad and Tobago, e-mail: michaeline.narcisse@international.gc.ca, Web site: www.fastforward.tt.

At the signing of the Trinidad and Tobago-Canada ICT MOU were, seated from left: Arnold Piggott, Trinidad and Tobago's High Commissioner to Canada; Jacqueline Wilson, Trinidad's Permanent Secretary in the Ministry of Public Administration and Information; Michael Binder, Industry Canada's Assistant Deputy Minister for Spectrum, Information Technologies and Telecommunications; and Louis Vadeboncoeur, Acting Chief Executive Officer, Consulting and Audit Canada. Standing, from left: Ram Narayan and Mark Lusignan, Consulting and Audit Canada.

Malaysian company seeks business partner

Malayan Adhesives & Chemicals, an established chemicals company based in Malaysia, is seeking business partners to form manufacturing joint ventures, trading/distribution or licensing agreements related to resins and specialty fillers for the composites, wood-based and paper manufacturing industries. The company's products are sold throughout Asia, Europe and North America, and boasts an established base of manufacturing facilities, offices, warehouses, sales and technical personnel, and distribution channels.

For more information, contact Lawrence Kok, MAC, e-mail: lawrence@cqtech.com, tel.: (603) 5519-1801, ext. 80, fax: (011-603) 5518-1122.

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The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

One of the secrets of export success is the Virtual Trade Commissioner

It's easy to see why Bluedrop Performance Learning has maintained a client roster that includes Sony, Cisco, Dell and Microsoft. In just over a decade, Newfoundland-based Bluedrop has forged its way to the top, becoming an award-winning company with offices across North America, providing e-learning expertise to the global leaders of six different industries, from software to electronics.

When it comes to developing export business, a look inside the company reveals a team that knows its stuff. Bluedrop CEO Emad Rizkalla and his associate Richard Haywood are quick to spot and utilize resources that might help expand their business abroad—and their choices have paid off. Export sales now account for close to 60% of the company's annual revenues.

Bluedrop has developed a number of successful habits and resources that have helped them succeed internationally—one of them is the Virtual Trade Commissioner.

Bluedrop uses the Virtual Trade Commissioner to acquire market intelligence and as a research tool. They're also requesting services from trade commissioners covering their markets, such as Tom Palamides in Los Angeles and Lynda Watson in Washington D.C. "We know there are other services and features of the Virtual Trade Commissioner available to us," says Haywood, "and we plan to make full use of them as the market research reports have already proved quite useful to us. We have always been satisfied with the services provided by trade commissioners like Tom and Lynda, and it's great to think that we can get those same services on-line, quickly and conveniently, 24 hours a day, seven days a week, through our Virtual Trade Commissioner."

"The Virtual Trade Commissioner provides us with a regional and sector-specific focus for the U.S., which is our main export market. This focus allows us to target individual markets within the U.S. more accurately and obtain targeted export services and information."
Richard Haywood
Bluedrop Performance Learning
www.bluedrop.com

Bluedrop

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THE CANADIAN TRADE COMMISSIONER SERVICE

For more information on the Virtual Trade Commissioner, visit:

www.infoexport.gc.ca

CeBIT: World's biggest ICT fair

HANNOVER, GERMANY — March 10-16, 2005 — **CeBIT** is the world's largest and most influential information and communications technology (ICT) trade show. Last year, the show hosted 6,411 exhibiting companies.

A Canadian pavilion, organized by International Trade Canada (ITCan), is planned for CeBIT 2005 and recruitment for the pavilion is now underway. All-inclusive booth packages are available to Canadian companies whose products fit into the various display categories, like software, hardware and security. Independent exhibit space is also available in all sectors for companies that wish to tailor their exhibit with an existing booth or custom build.

CeBIT allows Canadian ICT companies to tap new market opportunities in the 25-member European Union, Asia, the Middle East and the Americas.

Exhibitors at CeBIT reach a vast professional audience. In fact, some 510,000 visitors, 75,000 of which were senior managers, attended CeBIT last year—more than any other competing trade show. Also, one quarter of all visitors to last year's event came from outside Germany from over 100 countries. In other words, CeBIT attracts the decision-making elite from all over the world.

A number of promotional activities are being organized to raise the profile of Canadian companies at this

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Canadian fashion

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"Quebec designer Philippe Dubuc introduced an ultra-modern collection, mixing contemporary urban and sporty look," raved a fashion writer in the July issue of *Vogue*. "Graphic details and topstitching, straps marking the shoulder line, and trousers with seams hemmed using outside binding emphasized the body's dynamic anatomy. The mastery was evident, yet subtle. He's a designer to keep an eye on."

"Quebecker Philippe Dubuc's subtleties set him apart. Between white, mist, slate and stormy grey, he offers a comfortable wardrobe inspired by sportswear and work clothes. Jackets, tee-shirts, summer pullovers and trousers come in a variety of overdyed or patinated fabrics," says a writer from *Le Figaro*.

The stakes are high and the spin-offs significant; articles and images from this event will circulate all over the globe for six months, the time between two collections. "All this is beneficial not only for the Philippe Dubuc design house, but also for the brand image of the Canadian clothing industry," says Denis Trottier, Canada's commercial officer in Paris.

Dubuc's fashions won raves from the French fashion elite.

France, alongside Italy, England and the United States, is one of the leading international networks for the creation, dissemination and marketing of fashion, and the Canadian clothing industry has made the French market a priority. In fact, 16 companies from British Columbia, Ontario and Quebec introduced their collections at Lyon Mode City held from September 4 to 6, 2004.

For more information, contact Denis Trottier, Commercial Officer, Canadian Embassy in Paris, tel.: (011-33-1) 44-43-23-82, fax: (011-33-1) 44-43-29-98, e-mail: denis.trottier@international.gc.ca.

Multi-sector mission shuffles off to Buffalo

Toronto and Buffalo — October 19-20, 2004 — To celebrate the ExportUSA program's 20th anniversary, International Trade Canada, in partnership with Ontario Exports Inc. and Canadian Manufacturers & Exporters, invites business leaders from Canadian small and medium-sized enterprises (SMEs) to participate in a two-day trade mission to Buffalo, New York.

Some 100 participants are expected for this key multi-sector event. The mission's official launch will be in Toronto on October 19, and then the group will leave for Buffalo where they will take part in various presentations and training sessions.

ExportUSA

The ExportUSA program was established in 1984 to provide business leaders from Canadian SMEs with practical exporting information and first-hand exposure to U.S. markets. Since the program first began, more than 20,000 Canadian companies have participated in events like seminars in Canada and missions to the U.S.

Based on a recent client survey, the program has been a great success. In addition to having a high level of satisfaction with the program, more than 70% of the respondents who participated in a mission to the U.S. said the experience allowed them to make an informed decision about their exporting project.

The trade mission's $125 registration fee includes most meals, transportation between Toronto and Buffalo, accommodations in Buffalo on Oct. 19 and all the seminars.

For more information, contact Doreen Kilbride, tel.: (613) 944-6566, e-mail: doreen.kilbride@international.gc.ca, or Jocelyn Guimond, tel.: (613) 996-6192, e-mail: jocelyn.guimond@international.gc.ca, Web site: www.dfait-maeci.gc.ca/can-am/export.

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leading global ICT event. ITCan will have an information booth at the show, and Canadian trade officers from several European posts will be in attendance to advise the exhibiting companies on opportunities in their respective markets. The Alberta and Ontario governments will also be present, and will be supporting companies from their regions.

For more information, contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel.: (011-49-89) 2199-5717, fax: (011-49-89) 2199-5757, e-mail: munic-td@international.gc.ca. For information on the Canadian pavilion, contact Louise Giguère, ITCan, tel.: (613) 996-1892, fax: (613) 944-1008, e-mail: louise.giguere@international.gc.ca. For information on the complete range of exhibit options, contact Co-Mar Management Services, the show's Canadian representative, tel.: 1-800-727-4183, e-mail: info@hf-canada.com, Web sites: www.hf-canada.com and www.cebit.de.

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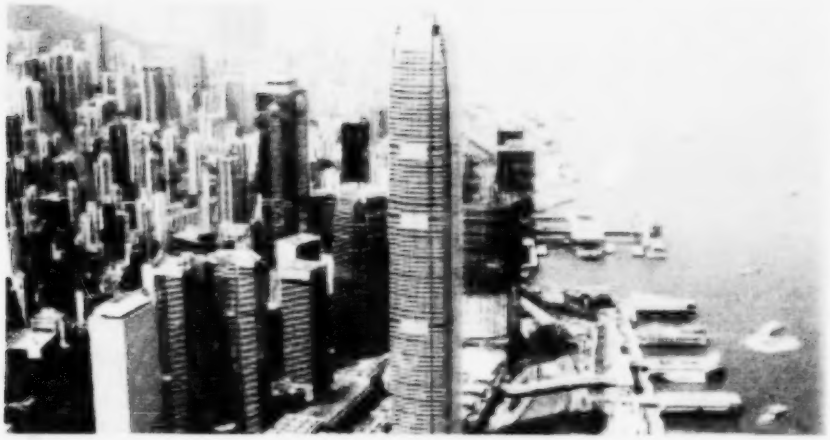
from the country's Economic Development Board's (EDB) clean energy test-bedding program.

The hydrogen pump is the world's first to be located at an existing retail gas station. Other hydrogen refuelling stations around the world are located in stand-alones. A second station in Singapore, expected to open in early 2005, will also be ground-breaking as it will be unstaffed and produce hydrogen on site, thereby significantly reducing the price of hydrogen at the pump.

In addition to these developments in the mobile fuel cell market, Singapore is also enhancing its stationary fuel cell capacity. Singapore's Housing & Development Board, in cooperation with the EDB and NEA, is seeking out companies interested in taking part in a pilot project using fuel cells as an emergency source of power for its multi-story parking lots. The NEA is aware of Canada's strength in developing alternative energy technologies and would welcome Canadian fuel cell company involvement in this project.

To further support the growth of its hydrogen economy, Singapore will be hosting the World Hydrogen Technologies Convention (WHTC) in October 2005. A three-day trade exhibition, held in conjunction with the conference, will provide opportunities for companies to showcase advanced technologies in hydrogen production, storage, transportation, distribution, and new fuel cell technologies.

For more information on Singapore's evolving hydrogen economy, opportunities for Canadian companies, or if you are interested in exhibiting at WHTC 2005, contact Jason LaTorre, Trade Commissioner, Canadian High Commission in Singapore, e-mail: spore-td@international.gc.ca.



Hong Kong: Is a business connection really worth it?

Despite the fact that Hong Kong remains Canada's 15th-largest trading partner, with exports from Canada reaching $1.15 billion, questions still arise about the value of a Hong Kong connection. Is Hong Kong relevant to Canadian business?

The answer is yes. "Hong Kong does offers great opportunities for price- and technology-competitive Canadian firms," says David McNamara, Senior Trade Commissionner in Hong Kong. "It has a well-established financial and legal framework, and its full range of modern business services make it the easiest market to do business in Asia. In fact, Canadian firms have been successful in many sectors in Hong Kong," says McNamara.

ICT

Hong Kong wants the latest, and has the money to pay for it. Some 100 Canadian firms are active in this sector. Industry Canada, in a survey conducted two years ago, ranked Hong Kong as Canada's fifth-largest market for information and communications technology products.

Transportation

Canadian firms are particularly active in intelligent transportation and train signalling. Hong Kong will spend some $5 billion over the next decade expanding its railway and road networks, as well as building a bridge to Macao. This offers excellent potential to Canadian firms, the trade commissioner says.

Food and fish products

Canada is also doing reasonably well in processed foods and supplies for the restaurant trade, but there is considerable room for improvement in this sector. Hopes are high for a resumption in the trade of Canadian beef before the end of summer.

Environment

The city offers extensive opportunities in water and sewage treatment, solid waste management, desalination and air- and water-quality monitoring. Furthermore, many Hong Kong companies are actively involved in a full range of environmental projects in China and often seek technology partners.

In fact, Hong Kong is a great starting point for small and medium-sized enterprises (SMEs). It boasts the freest economy in the world and has a very low tax rate. The city is very business-friendly, and it is extremely easy to find a qualified partner or to set up a company, the Canadian official adds. Most Canadian SMEs that have set up in Hong Kong have gone on to do business in China and other countries in the region.

For SMEs with innovative products and services that wish to explore business opportunities in China, Hong Kong companies are ideal partners. They can provide the needed finance, business know-how and connections in China. The recently established Closer Economic Partnership Arrangement, a free trade arrangement between Hong Kong and China similar to NAFTA, offers duty-free entry for Hong Kong products and much better access to services than the World Trade Organization provides.

Risk versus reward

Some Canadian companies may do better by going directly to China, without using Hong Kong as a bridge or intermediary. It is a question of risk versus reward, McNamara says.

Dealing with a Hong Kong partner provides an instant array of established business contacts in China, know-how on doing business there, greater assurance of getting paid, and a faster entry to the Chinese market. On the other hand, there is a cost for this service. It is up to each Canadian enterprise to decide whether it is willing to tolerate the added risk of going into the Chinese market alone in order to save the costs of using a partner.

Don't overlook the possibility of a Hong Kong connection, says McNamara. "It is an excellent market in its own right, a great place to do business, particularly for SMEs, and an extremely viable option as a platform for entering the Chinese market.

For more information, contact David McNamara, Consul and Senior Trade Commissioner, Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7414, e-mail: david.mcnamara@international.gc.ca. ■

Food show to get a taste of Canada

MIAMI, FLORIDA — December 2-3, 2004 — Agriculture and Agri-Food Canada, in collaboration with International Trade Canada, invites Canadian exporters to participate in the **7th Americas Food and Beverage Show and Conference**. This year, under the "Taste of Canada Program", participants will have the opportunity to showcase their goods and services at the Canadian pavilion and meet with key buyers from Latin America and the Caribbean.

The program will offer a series of events aimed at networking with international buyers from the Latin American and Caribbean regions. In addition, commercial officers from several Canadian embassies throughout Latin America and the Caribbean will also be attending to introduce Canadian exporters to prospective buyers.

Miami is becoming a gateway to Latin America and the Caribbean. The city currently serves as the principal sales and distribution centre for agri-food and beverage products destined for the Latin American and Caribbean region. Last year, over 87% of Florida's total exports were to Latin America and the Caribbean.

Over 2,000 agri-food and beverage importers, exporters and distributors are based in Miami alone and are very interested in representing new products or serving as distributors. Miami is also the largest cruise port in the world. Cruise lines purchase, through their local buyers, food and beverages for more than 3 million passengers each year.

Links continue to grow

Canada's trade linkages with Latin America and the Caribbean continue to grow. Canada has bilateral and regional free trade agreements (FTAs) in force with Latin America via the Canada-Costa Rica FTA, the Canada-Chile FTA, and through NAFTA. The Government of Canada is currently negotiating an FTA with Guatemala, El Salvador, Honduras and Nicaragua (Canada–CA4 FTA), and is exploring potential trade and investment initiatives with other countries in the hemisphere.

Canada is also very active in promoting trade liberalization within the Americas at the level of the World Trade Organization, and plays a leading role in the construction of the Free Trade Area of the Americas. Through these initiatives, Canada's trade ties with Latin America and the Caribbean region are bound to increase over the next 5 to 10 years, as has been the case with NAFTA over the last decade.

This show is a perfect venue to expand an exporter's client base as it is attended by more buyers from the Latin American and Caribbean region than any other food show in the United States. Last year's show featured 402 exhibitors from 28 countries and 6,045 visitors from 75 countries, with 54% of buyers making purchasing decisions. The show generated more than $180 million in direct sales and $1.2 billion in anticipated sales in 12 months.

To be featured in the program, company profiles must be submitted by September 24, 2004, by 4:00 p.m., and booth space is reserved on a first-come, first-served basis. **For more information**, contact Melanie Spenard, Senior International Market Development Officer, Latin America, Agriculture and Agri-Food Canada, tel.: (613) 759-7739, fax: (613) 759-7506, e-mail: spenardm@agr.gc.ca.

Manufacturers and exporters get innovative

MONTREAL — November 17-18, 2004 — Over 4,000 visitors will attend **Innovation & Exports 2004**. This important event will inform and inspire manufacturers and exporters with the latest in productivity, export solutions and innovations. Exhibitors will feature the latest in productivity tools and services, pavilions and networking opportunities.

Exhibitors can also take part in the annual Conference of Canadian Manufacturers & Exporters, which will include interactive and informative morning plenaries, and listen to Canadian economists. Also, the Conference Board of Canada's seminar *International Forum on China: Developing Your China Strategy* will be held in conjunction with Innovation & Exports 2004. Some 500 guests, business leaders and award nominees will also attend a gala dinner that will feature the *2004 Canadian Innovation Awards*.

Develop new business opportunities at Innovation & Exports 2004. Meet the decision makers from across Canada and abroad. What better place is there to showcase expertise, products and services than to thousands of visitors and delegates specifically looking for solutions to increase productivity and new market development?

For more information, go to www.innovationexportation.ca.